

Message Text

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SUBJ: CRAFT COUNTRY COMMERCIAL PROGRAM FOR GY 1978

REF: STATE 054879

1. EMBASSY'S CCP ACTION AGROUP RECOMMENDS FOLLOWING
CAMPAIGNS AND NON-CAMPAIGN INITIATIVE FOR FY 78, CCP,
SUBJECT TO CONTINUING REVIEW TO ASSURE PERTINENCE WHEN
FY 78 FINALLY ARRIVES. CAMPAIGN NUMBERS AND PRIORITY
NUMBERS IDENTICAL. NUMBER OF CAMPAIGNS REDUCE FROM
PREVIOUS YEARS DUE TO RETIREMENT THEN OF SENIOR FSL,
RECRUITING OF NEW PROFESSIONAL-LEVEL FSL, AND DESIRABILITY
OF GREATER EFFORT ON EACHCAMPAIGN.

NO. 1: ELECTRONIC DATA PROCESSING EQUIPMENT.
GROWTH OF MICROCOMPUTER TECHNOLOGY AND PERIPHERAL EQUIPMENT
DEVELOPMENTS WILL SPAWN IMPROVED DATA PROCESSING SYSTEMS
THAT WILL MAKE ADVANCE COMPUTER TECHNIQUES PRACTICAL AND ATTRACTIVE
TO NORWEGIAN OFFICES, FACTORIES, AND STORES. THE MARKET INCLUDES
BUSINESSES FOR WHICH CONVENTIONAL, PRESENT-DAY
EQUIPMENT IS NOT ECONOMICV BUSINESSES WHICH WILL BE LOOKING
AT EQUIPMENT FROM SEVERAL COUNTRIES TO REPLACE THEIR THN-OUTMODED
U.S. EQUIPMENT; AND BUSINESSES WISHING TO EXTEND THEIR
PRESENT COMPUTER CAPABILITIES TO AUTOMATE OFFICE AND
FACTROY OPERATIONS FURTHER. (REF. GLOBAL MARKET STUDY:
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EDP EQUIPMENT, JUNE 1976.)

NO.2 HEALTH CARE EQUIPMENT

U.S. PRODUCTS DOMINATE THE MEDICAL COMPUTER MARKET AND ARE WELL REPRESENTED IN THE MARKET FOR ANALYTICAL INSTRUMENTS; BUT SALES SHOULD RESPOND TO PROMOTION IN SUCH FIELDS AS CARDIOLOGICAL AND PEDIATRIC EQUIPMENT, AND CLINICAL AND RESEARCH LABORATORY EQUIPMENT. THE ENTIRE HEALTH CARE EQUIPMENT MARKET IS A GROWING ONE: EXPANSION AND MODERNIZATION OF NORWAY'S PRESENT MEDICAL FACILITIES IS PLANNED, ALONG WITH AN EXPANSION IN THE NUMBER OF NURSING HOMES FOR PATIENTS REQUIRING LESS INTENSIVE CARE. (REF OSLO'S MARKET BRIEF: A-168, SEPT. 12, 1975.)

NO. 3: BUILDING SUPPLIES

THE EXISTENCE AND NATURE OF THE CAMPAIGN DEPENDS ON THE FINDINGS IN THE EXPLORATORY FY-77 CAMPAIGN IN BUILDING AND CONSTRUCTION SUPPLIES & EQUIPMENT. IT APPEARS, HOWEVER, THAT MODERNIZATION OF EXISTING BUILDING, CONTINUING NEW CONSTRUCTION AT A RATE AROUND 40,000 SWELLING UNITS ANNUALLY, AND RISING LABOR AND MATERIAL COSTS CAN INCREASE DEMAND FOR AMERICAN BUILDING MATERIALS. THIS PROMOTION MUST DEMONSTRATE TO THE NORWEGIAN BUILDER, FROM THE HOBBYIST TO THE MAJOR CONTRACTORS, THE VARIETY AND ECONOMY OF AMERICAN PRODUCTS.

NO. 4: PROCESS CONTROL INSTRUMENTATION

NORWEGIAN INTEREST IN PROCESS CONTROL INSTRUMENTS SHOULD CONTINUE TO GROW THROUGH FY-78. THE NEW PETROCHEMICAL INDUSTRY, THE EXTENSIVE CHANGE OF PRODUCTION TECHNIQUES IN THE POLLUTING INDUSTRIES, AND THE GROWTH IN COMPUTERIZED PROCESS CONTROL CAN PROMPT AGENTS AND IMPORTERS TO LOOK AT U.S. MANUFACTURED EQUIPMENT, PARTICULARLY IN THE FIELD OF CONTROLLING, INDICATING, AND RECORDING EQUIPMENT. U.S. PRODUCTS HAVE A STRONG HOLD IN SOME SEGMENTS OF THIS MARKET, BUT THE POSSIBILITY OF FURTHER PENETRATION WARRANTS PROMOTION BEYOND THAT PROPOSED IN THE FY-77 CCP. (REF OSLO'S A-08, 1976; A-29, 1974).

ALTERNATE: POLLUTION CONTROL

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INDUSTRY INVESTMENT IN POLLUTION CONTROL MEASURES IS EXPECTED TO CONTINUE AT A RATE ABOUT \$100 MILLION ANNUALLY THROUGH 1978, AND THEN TO AVERAGE \$84 MILLION ANNUALLY THROUGH 1984. FURTHER INVESTMENT WILL BE REQUIRED FOR OIL SPILL PROTECTION AND MUNICIPAL POLLUTION CONTROL. AMERICAN MANUFACTURERS OF POLLUTION MONITORING EQUIPMENT AND OF POLLUTION CONTROL SYSTEMS CAN BENEFIT FROM THIS THIRD YEAR OF CCP SUPPORT, FOR COMPETITION

FROM EUROPEAN SUPPLIERS IS STRONG. (REF : EMBASSY REPORT,
APRIL 1976.)

NON-CAMPAIGN INITIATIVES

PRIORITY 5: INVESTIGATE MARKET FOR U.S TARGET INDUSTRIES
SCHEDULED FOR PROMOTION IN FY-79 AND FY-80.

PRIORITY 6: ATTEND AND REPORT ON NORWEGIAN TRADE SHOWS OF
INTERNATIONAL INTEREST.

2. RESOURCES RECOMMENDED, IN FORMAT SPECIFIED REFTEL:

PERSONNEL: 60 120 213 584 100 0 40 0 400 100

FINANCIAL: 1600 800 0 4800 100 1600 1200 0 4800

100 100

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